

Message Text

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ORIGIN COME-00

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TO ALL AMERICAN REPUBLIC DIPLOMATIC POSTS

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E.O. 11652: N/A

TAGS: BEXP, XM

SUBJECT: VIDEO/CATALOG EXHIBITIONS (V/CE)

1. THE V/CE TECHNIQUE HAS BEEN EXTREMELY SUCCESSFUL IN THE LIMITED NUMBER OF ARA POSTS WHERE IT HAS BEEN UTILIZED INCLUDING MEXICO, COLOMBIA, PERU, AND CHILE WHERE THE SPANISH VERSION OF THE METALWORKING/USA V/CE WAS SHOWN WITH AN INDUSTRY EXPERT. SEVERAL OTHER POSTS HAVE REQUESTED THE METALWORKING/USA V/CE TO BE USED FOR POST INITIATED PROMOTION EVENTS. THE PURPOSE OF THIS MESSAGE IS TO ADVISE ALL POSTS OF THE CURRENT STATUS OF THIS NEW PROMOTION TECHNIQUE AND TO ALLOW THOSE POSTS NOT CURRENTLY INVOLVED IN THE PROGRAM AN OPPORTUNITY TO SCHEDULE THOSE V/CEs OF INTEREST.

2. THE V/CE IS ENTIRELY INDUSTRY AND INDUSTRY ASSOCIA-
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TION SUPPORTED. FUNDS COLLECTED ARE USED IN FOUR TO SIX PRIMARY PROMOTION EVENTS TO SUPPORT AN INDUSTRY REPRESENTATIVE AND OTHER ADMINISTRATIVE EXPENSES. IF SURPLUS FUNDS HAVE BEEN GENERATED, THESE ARE MADE AVAILABLE ON A FIRST-COME REQUEST BASIS TO HELP SUPPORT A POST-INITIATED PROMOTION EVENT. NO INDUSTRY REPRESENTATIVE IS PROVIDED FOR THE SECONDARY STOPS.

3. THE FOLLOWING V/CES ARE AVAILABLE OR WILL BE AVAILABLE AS SPECIFIED:

A) PLASTIC PRODUCTION/USA (ENGLISH VERSION). AVAIALBLE AFTER OCTOBER 1978. EIGHTEEN FIRMS RECRUITED WITH POSSIBLE TWO ADDITIONAL PARTICIPATNS. RECRUITED WITH STRONG SUPPORT OF SOCIETY OF THE PLASTICS INDUSTRY INC. AVAILABLE WITH SOME FUNDS FOR FOLLOW-ON SHOWS TO LIMITED NUMBER OF INTERESTED POSTS. AVAILABLE TO ALL POSTS WITHOUT FUNDS.

B) MACHINE TOOLS/USA (SPANISH VERSION). RECENTLY USED IN MEXICO, CHILE, COLOMBIA AND PERU WHERE DISPLAY ATTRACTED OVER 1,500 VISITORS, 3,000 LEADS AND ACCORDING TO POST REPORTS FROM LOCAL AGENTS, SEVERAL DIRECT SALES. SECONDARY STOPS WITH LIMITED BUDGET SUPPORT ALREADY OFFERED TO SOME POSTS. SHOW INCLUDES 19 FIRMS. VTRS AND CATALOGS AVAILABLE TO OTHER INTERESTED POSTS. NO ADDITIONAL FUNDS.

C) MACHINE TOOLS/USA (ENGLISH VERSION). NOW INCLUDES 31 FIRMS. VTRS AND CATALOGS AVAILABLE TO ANY INTERESTED POST. NO FUNDS FOR OVERSEAS PROMOTION AVAILABLE.

D) PACKAGING/USA (ENGLISH VERSION). ORIGINAL SHOWINGS IN KOREA, TAIWAN, PHILIPPINES AND HONG KONG GENERATED 4,500 UNCLASSIFIED

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LEADS, 2,500 REGISTERED VISITORS, SEVERAL DIRECT SALES. INCLUDES 21 FIRMS PRESENTING AUTOMATED AND MANUAL PACKAGING PRODUCTS. (LISBON TRANSLATING INTO PORTUGUESE). AVAILABLE WITHOUT FUNDS.

E) PACKAGING/USA (SPANISH VERSION). TO BE COMPLETED IN FEBRUARY 1979 FOR FORMAL SHOWINGS WITH INDUSTRY TECHNICAL REPRESENTATIVE IN ECUADOR, CHILE, COLOMBIA, AND VENEZUELA. AVAILABLE AFTER FORMAL SHOWS FOR SECONDARY SHOWINGS. FUNDS AVAILABLE FOR LIMITED NUMBER OF POSTS IF SUFFICIENT FUNDS GENERATED.

F) U.S. FOOTWEAR/VIDEO BOUTIQUE: (ENGLISH VERSION). WHILE PROBABLY NOT APPROPRIATE FOR MOST POSTS, THIS V/CE CONSISTS OF SALES PRESENTATIONS FROM 22 U.S. FOOTWEAR FIRMS FEATURING EIGHT FOOTWEAR STYLES PER PARTICIPANT. AVAILABLE AFTER NOVEMBER 1978.

G) FOOD PROCESSING MACHINERY AND SUPPLIES (SPANISH VERSION). ENGLISH VERSION NOT SCHEDULED BUT COULD BE MADE AVAILABLE. TENTATIVELY SCHEDULED FOR VENEZUELA, COLOMBIA, CHILE AND ECUADOR AS PRIMARY STOPS IN MAY 1979. AVAILABLE

AFTERWARD WITH FUNDS IF SUFFICIENT FUNDS GENERATED TO A

LIMITED NUMBER OF POSTS. AVAILABLE TO ALL POSTS WITHOUT FUNDS. TO BE FILMED AT THE JANUARY 1979 FPMSA SHOW IN SAN FRANCISCO. THE V/CE WILL HAVE FROM 20 TO 30 MANUFACTURERS.

H) MUSIC MAKERS/USA. (ENGLISH VERSION). THIS IS THE FIRST INDUSTRY-ORGANIZED GOVERNMENT-APPROVED V/CE SPONSORED BY THE AMERICAN MUSIC CONFERENCE, THE NATIONAL ASSOCIATION OF MUSIC MERCHANTS AND DOWNBEAT MAGAZINE. THIRTY TO FORTY MUSICAL INSTRUMENT MANUFACTURERS EXPECTED TO PARTICIPATE WITH SEVEN MINUTE SEGMENTS TAPED AT THE ATLANTA NAMM MUSICO EXPO IN JUNE 1979. AVAILABLE AFTER UNCLASSIFIED

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NOVEMBER 1979.

4. FOR POSTS NOT FAMILIAR WITH V/CE A BRIEF DESCRIPTION FOLLOWS: A V/CE IS A TRADE SHOW BASED ON VIDEO TAPE RECORDINGS. EACH EXHIBITOR PROVIDES MATERIAL FOR THE PRODUCTION OF A MAXIMUM 10 MINUTE VTR IN SOUND AND COLOR SHOWING THE FEATURES, BENEFITS, AND APPLICATIONS OF ONE OR TWO PRODUCTS. OVERSEAS THE V/CE IS ORGANIZED AND PROMOTED LIKE A SEMINAR, E.G. COMPANY X PRESENTATION AT (9:00 A.M., COMPANY Y AT 9:30, ETC. THERE ARE MULTIPLE PRESENTATIONS SO THAT EACH COMPANY'S MATERIAL IS SHOWN MORE THAN ONCE ON DIFFERENT DAYS AT DIFFERENT TIMES FOR THE CONVENIENCE OF BUYERS AND AGENTS. THIS INVOLVES TWO SHOW ROOMS PERMITTING CONCURRENT SHOWING OF TWO FIRMS' PRESENTATIONS. A THIRD ROOM IS AVAILABLE FOR DISPLAY OF SALES/TECHNICAL LITERATURE. AN INDUSTRY EXPERT ATTENDS THE FIRST PRIMARY EXHIBITIONS. LOCAL AGENTS ARE ENCOURAGED TO SUPPORT AND ATTEND FULL SHOWING TO ANSWER QUESTIONS OF PROSPECTIVE BUYERS. THE V/CE INCLUDES A DISPLAY OF EACH COMPANY'S SALES/TECHNICAL LITERATURE. AT THE END OF THE SHOW ALL SALES/AGENCY LEADS ARE MAILED TO PARTICIPANTS WITH AN INDICATION OF AVAILABILITY OF FAVORABLE CREDIT REPORT. A COPY OF SHOW ATTENDANCE LIST AND FINAL MARKET EVALUATION REPORT IS ALSO MAILED TO PARTICIPANTS.

THE V/CE WILL RECEIVE INTENSE, MULTIMEDIA, PRE-EVENT PROMOTION, INCLUDING PROMOTIONAL LITERATURE, DIRECT MAIL ADVERTISING, PRESS RELEASES, PERSONALIZED AGENT - FINDING SERVICE, AND USIA/VOA SUPPORT WHERE AVAILABLE.

5. POSTS WHO ELECT TO USE THIS TECHNIQUE AS A POST - IN-

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ITATED EFFORT WITHOUT BUDGETARY SUPPORT WILL OBVIOUSLY NEED TO TAILOR THE PHYSICAL LAYOUT DESCRIBED ABOVE AND THE PROMOTION CAMPAIGN TO THE REALITIES OF THEIR RE-SOURCES AND THE MARKET PLACE. MANY POSTS MAY LOCATE A

LOCAL SPONSORING TRADE ASSOCIATION WILLING TO PRO-VIDE SPACE, EQUIPMENT, PUBLICITY AND OTHER SERVICES. ALL POSTS, OF COURSE, WILL PROVIDE PARTICIPANTS WITH SALES/AGENCY LEADS, ATTENDANCE LIST AND FINAL MARKET EVALUATION REPORT. THE FINAL MARKET EVALUATION REPORT ALSO TO BE SENT TO USDOC.

6. ANY POST INTERESTED IN THE ABOVE PROGRAM SHOULD PRO-VIDE A LISTING OF THE V/CES REQUIRED AND AN INDICATION OF THE TIMING AND LOCATION OF THEIR EVENT. THERE IS NO DEAD-LINE FOR REQUESTS. HOWEVER, POSTS SEEKING LIMITED FINANCIAL ASSISTANCE WILL BE AWARDED FUNDS ON A MARKET PRIORITY AND REQUEST RECEIVED BASIS, I.E. FUNDS WILL BE GIVEN TO SUPPORT THE LARGEST MARKETS AMONG THE REQUESTS RECEIVED. VANCE

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